

WHY HEALTH FRIEND?



- Illiteracy, forgetfulness, and visual impairments



- Complex and large hospitals



- Complex and hard to read polyclinics



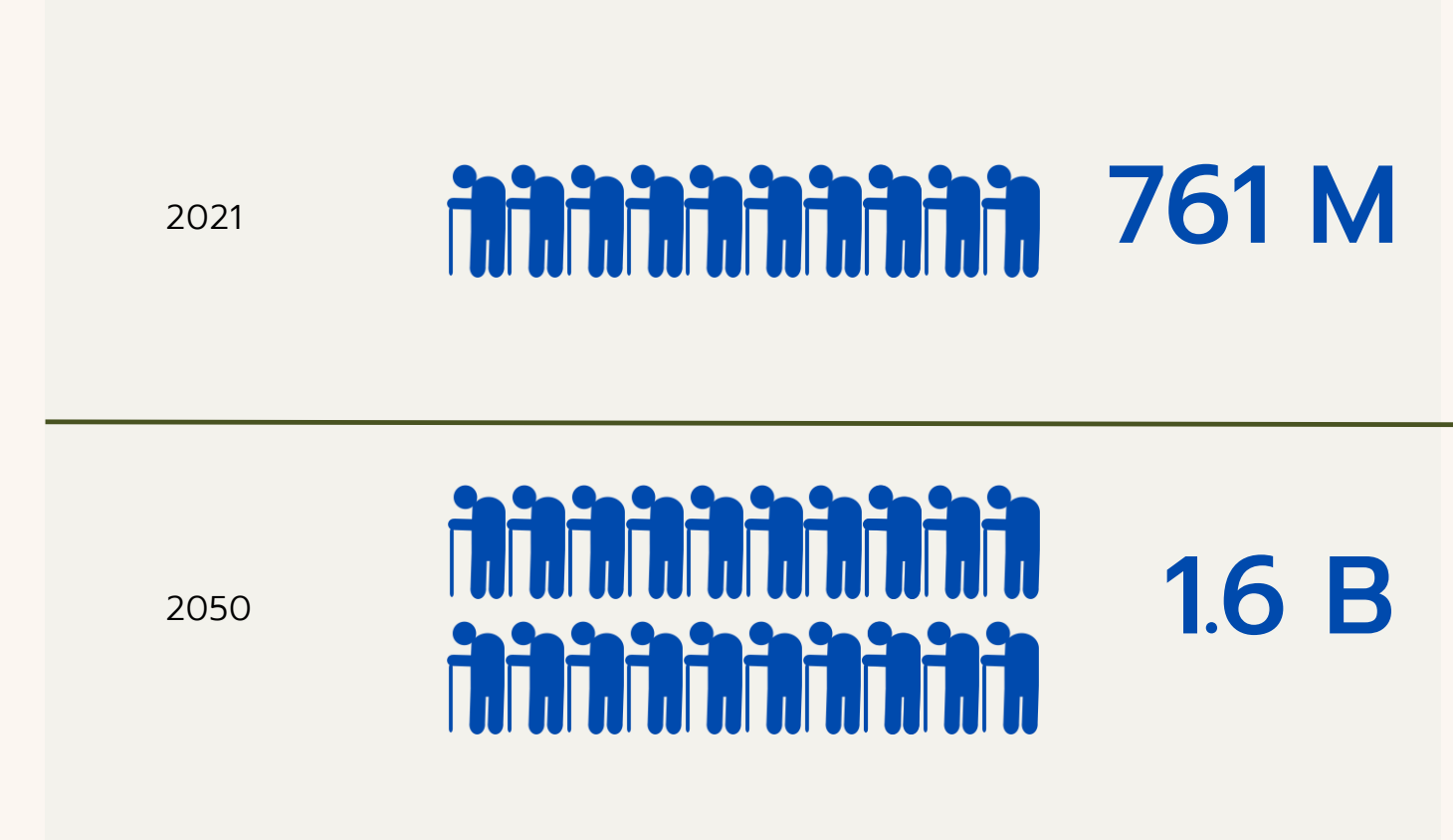
- Dependency on Assistance



- Missed Appointments



+65 Population

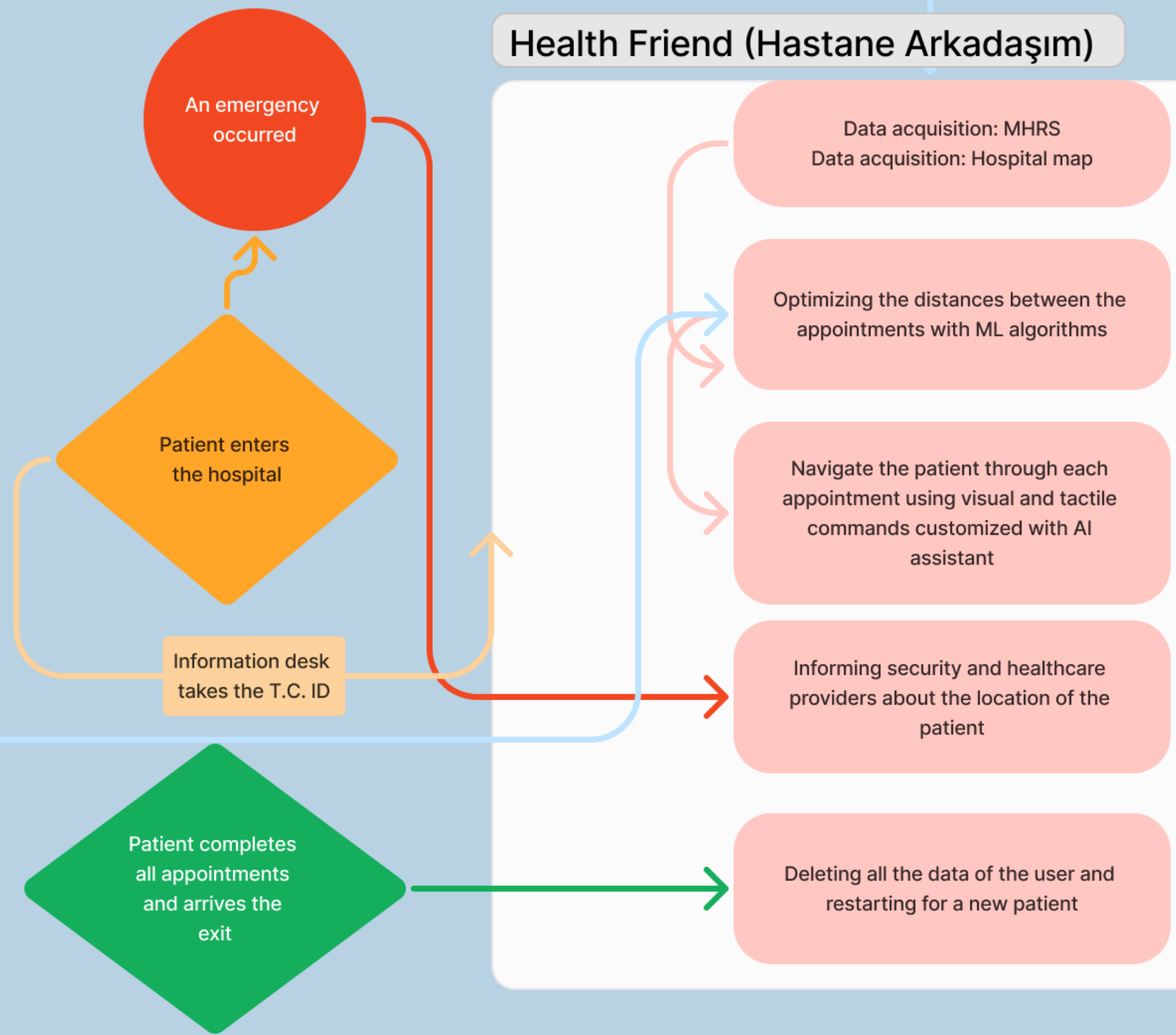


Health Friend takes data from the MHRS system by using the ID number of the patient

- Example Appointments in Ankara Eil kent City Hospital Campus:
- MHRS System data, date and duration is given as example, not real times

13.30-13.50	Internal Diseases	General Hospital, B1 Block, B1 Floor, Internal Diseases, 20th clinic
14.00-14.20	Rheumatology	Oncology Hospital, B2 Floor, E1 Block, 12th Clinic
14.40-15.00	Cardiology	Cardiology Hospital, A Block, G Floor, 2nd Clinic

Health Friend (Hastane Arkadaşım)



Health Friend uses local Wi-fi and re-schedule its tasks real-time

Requested urine test

Your Health, Your Freedom!

Why Market Will Favor Health Friend?

01. Market Growth

02. Monetization

03. Viability

04. Impact



Distribution Channel

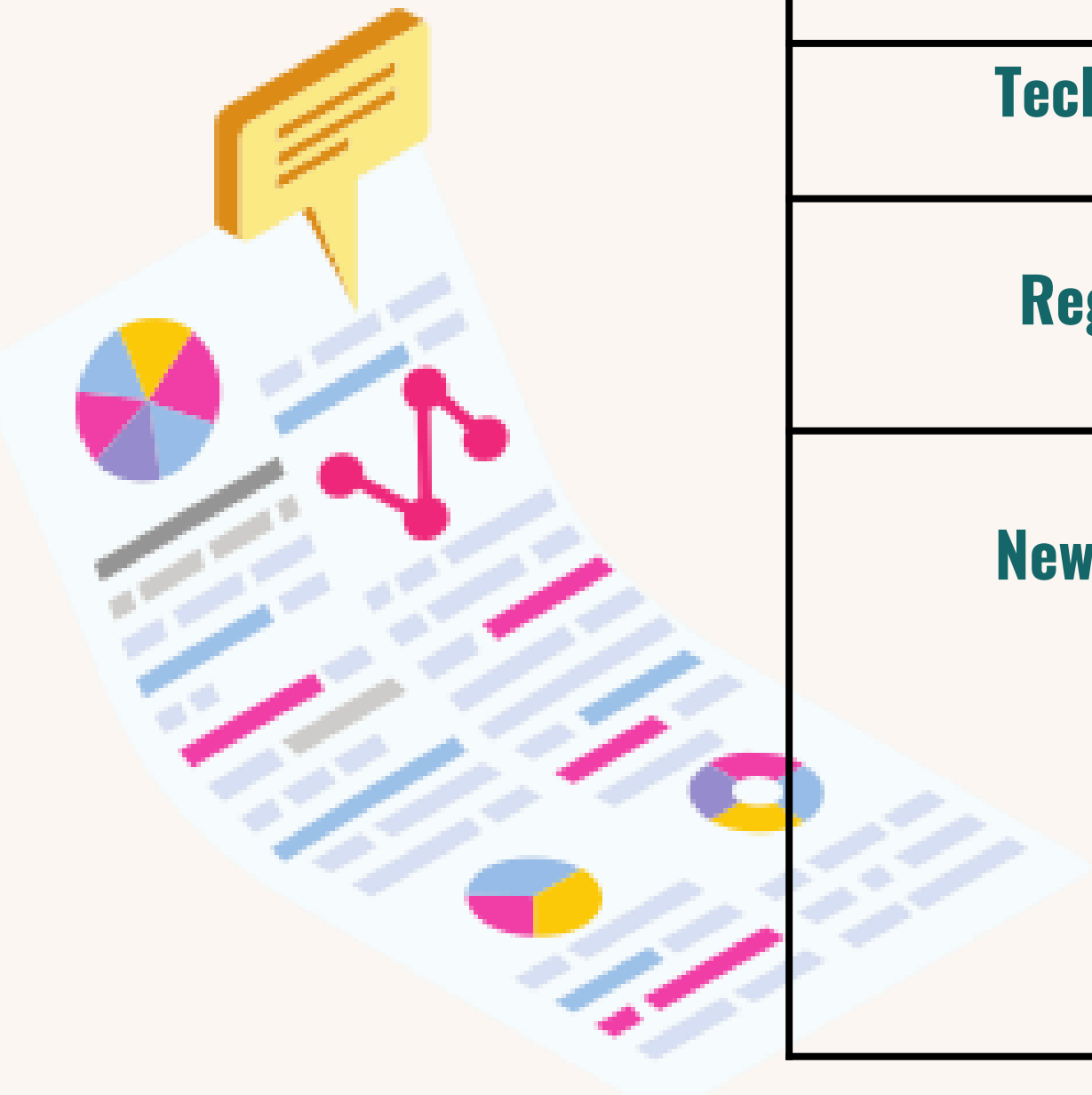
Government Hospitals

Private Hospitals

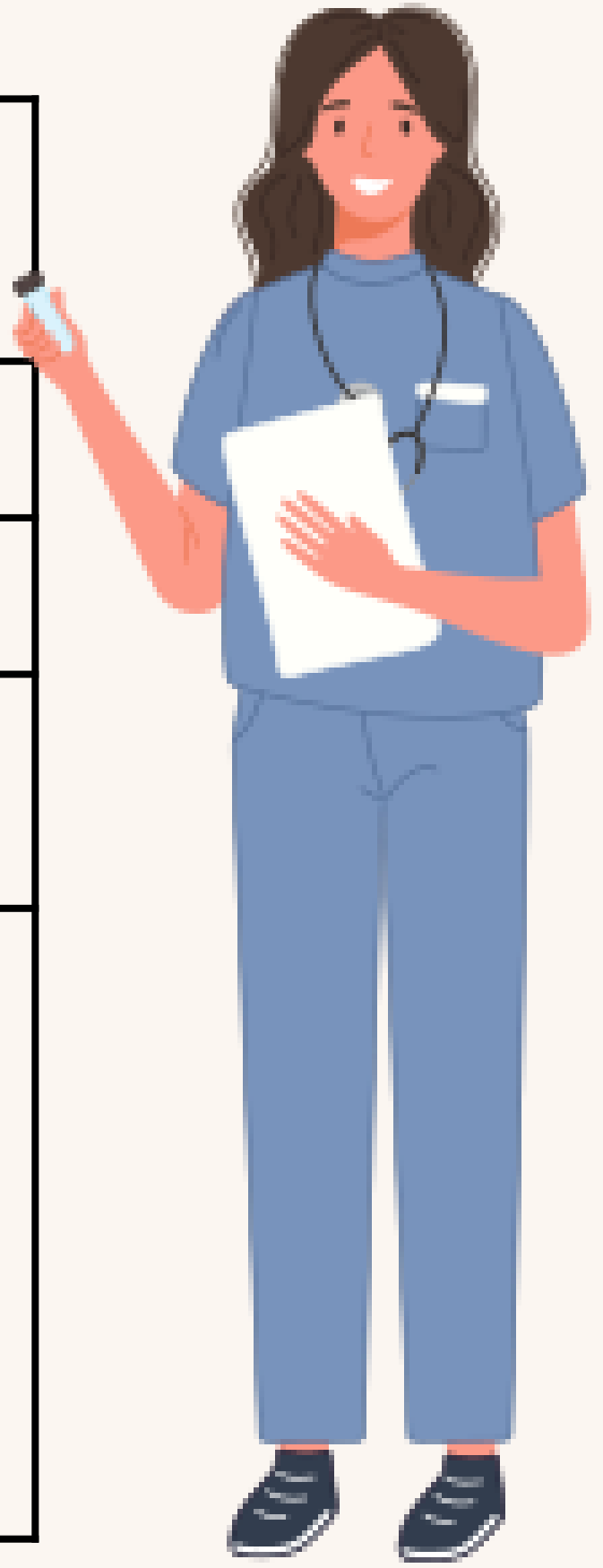
Elderly Care Centers



Competitive Advantage of the Health Friend

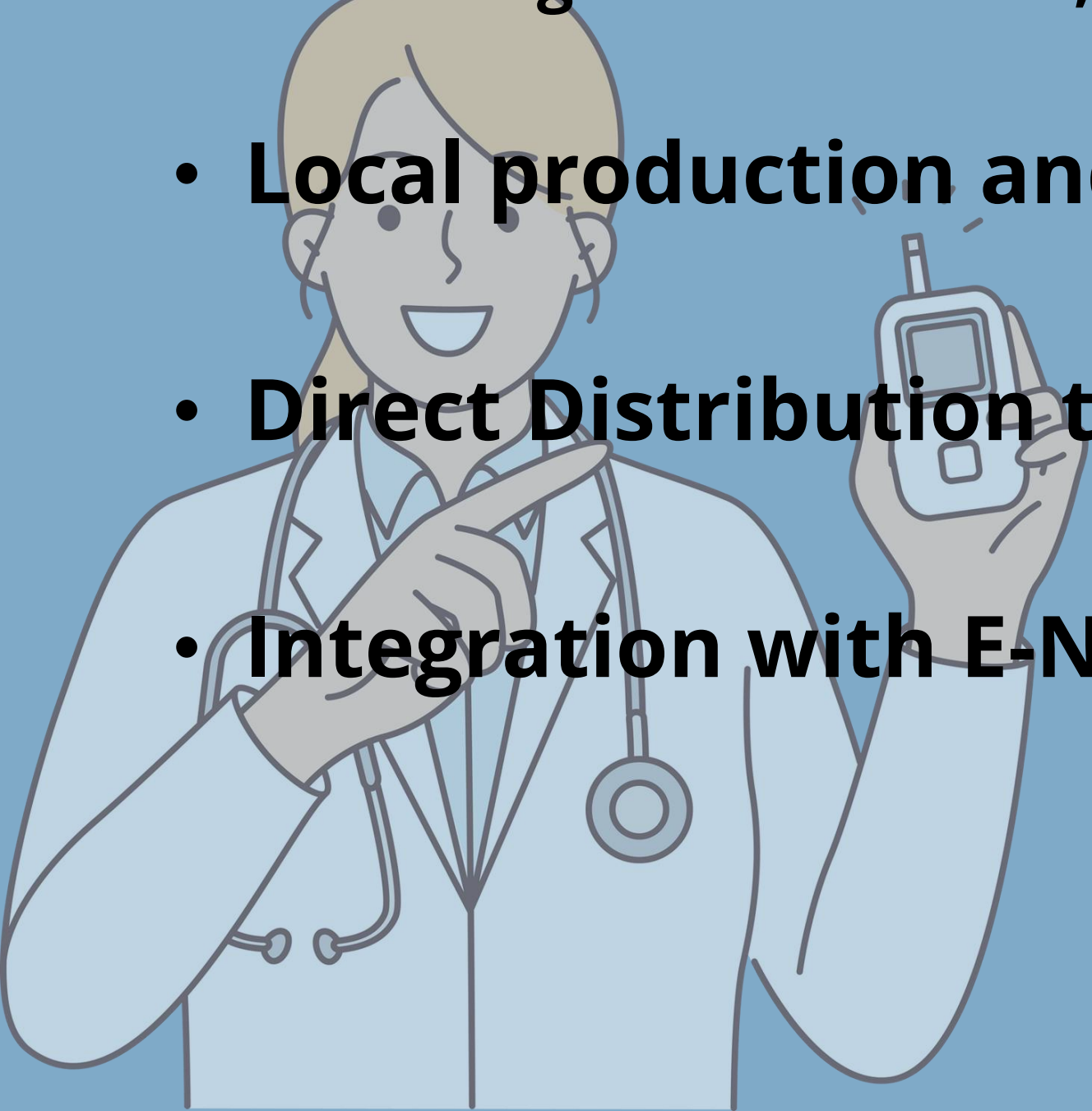


Barriers to Entry	Position of the Health Friend Concerning Competitors
Cost	Minimum cost
Technological Complexity	Unique and Minimal Features
Regulatory Approvals	Value Proposition
New Brand and No Loyalty	Pilot Study Area:Ankara Bilkent City Hospital strong customer references



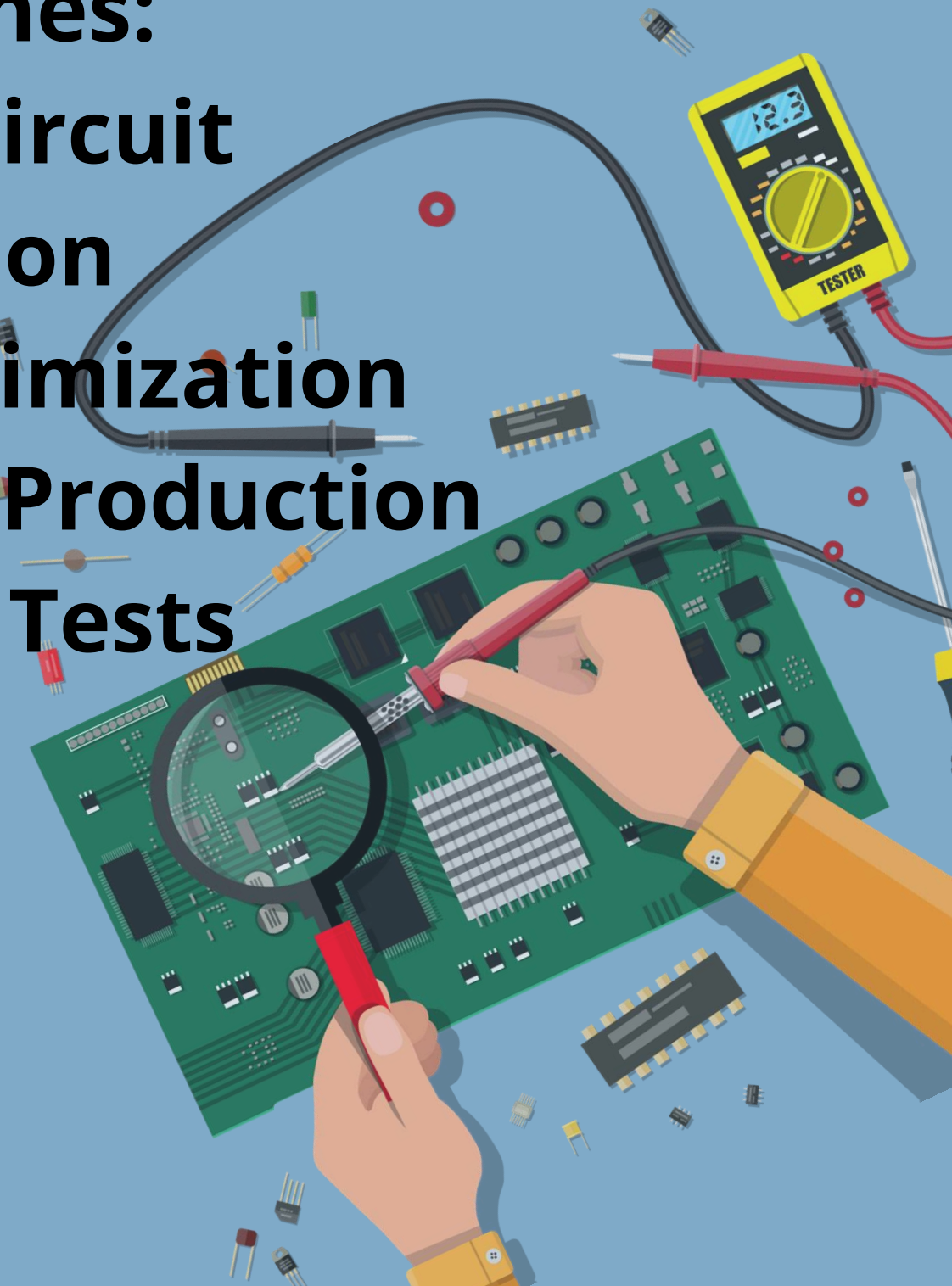
Operational and Technological Viability

- **Compatible with infrastructure**
 - Existing Wi-Fi networks, power grids
- **Local production and assembly**
- **Direct Distribution to Hospitals**
- **Integration with E-Nabiz**



- **Key Milestones:**

- **Sensor-Circuit Integration**
- **Map Optimization**
- **Housing Production**
- **Hospital Tests**



Capital Requirements and Financial Forecast

Income Statement

(TRY)	2024	2025	2026	2027	2028	2029
Revenue	1,500,000	3,937,500	11,010,938	23,916,895	43,745,621	90,901,295
Cost of Revenue	600,000	1,102,500	2,397,938	4,051,109	5,763,141	8,981,646
Gross Profit	900,000	2,835,000	8,613,000	19,865,787	37,982,481	81,919,648
<i>Gross Profit Margin (%)</i>	60%	72%	78%	83%	87%	90%
General & Administrative	454,545	1,272,727	2,672,727	4,989,091	10,477,091	19,557,236
Sales & Marketing	300,000	352,500	418,875	503,194	610,741	748,382
Research & Development	303,031	1,272,727	2,969,697	4,306,061	6,243,788	18,731,364
Operating Profit	-157,577	-62,955	2,551,701	10,067,441	20,650,861	42,882,666
<i>Operating Profit Margin (%)</i>	-11%	-2%	23%	42%	47%	47%
Other Expenses	0	0	0	0	0	0
Earning Before Tax	-157,577	-62,955	2,551,701	10,067,441	20,650,861	42,882,666
<i>EBT (%)</i>	-11%	-2%	23%	42%	47%	47%
Tax	0	0	637,925	2,516,860	5,162,715	10,720,667
Net Profit for the Period	-157,577	-62,955	1,913,776	7,550,581	15,488,146	32,162,000
<i>Net Profit Margin (%)</i>	-11%	-2%	17%	32%	35%	35%

Faces of Innovation: Meet Our Team



Ayşenur Ateş
Engineering Team



Öznur Bulca
Engineering Team



Emirhan Tekez
Engineering Team



Burçin Akbaş
Financial Affairs



Zeynep Suude Doğan
Marketing